



HOW TO CREATE GOOGLE SHOPPING CAMPAIGNS THAT DRIVE PROFIT



Google Shopping

INTRODUCTIONS



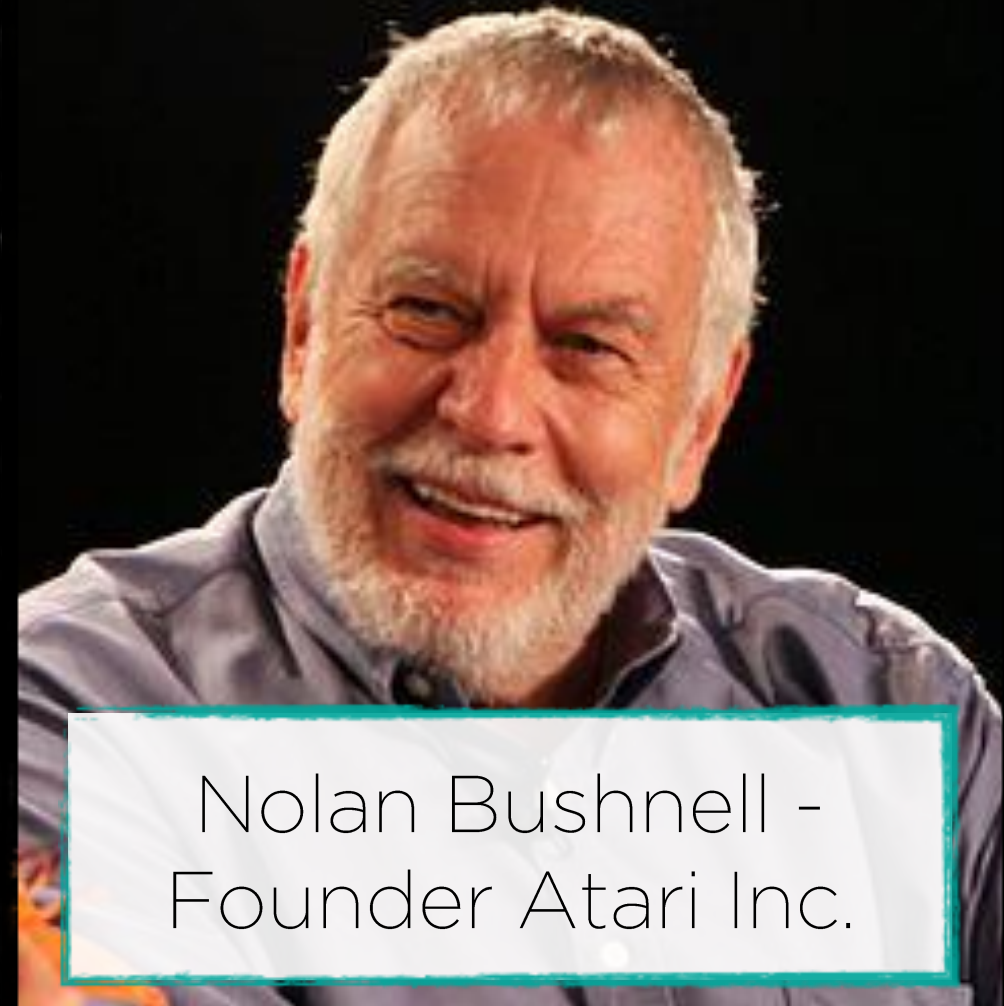
Link Digital
web design & marketing



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LINK DIGITAL

GOOGLE SHOPPING IS ESSENTIAL FOR E-COMMERCE GROWTH

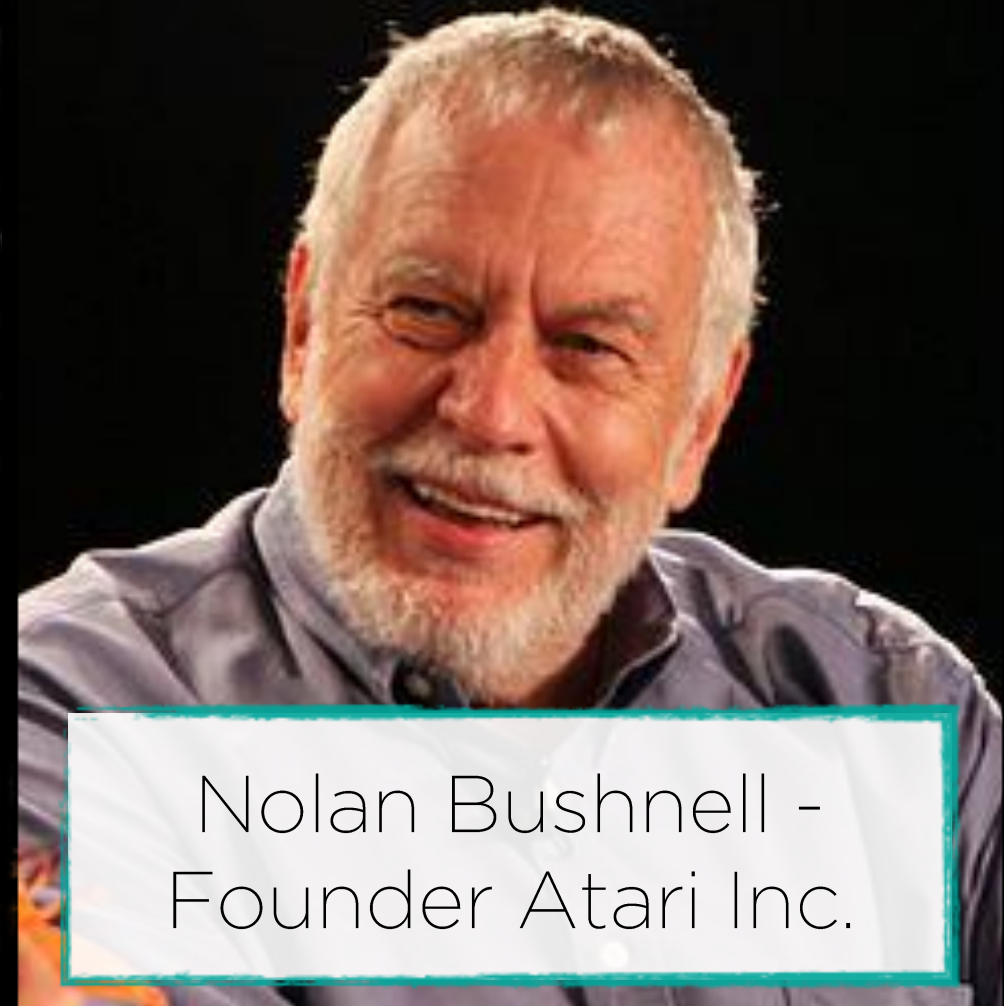


Nolan Bushnell -
Founder Atari Inc.

“All the best games are easy to learn
and difficult to master.”

- *Bushnell's Law*

GOOGLE SHOPPING IS ESSENTIAL FOR E-COMMERCE GROWTH



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WHAT WILL I LEARN TODAY?



PREPARING
TO SELL ON
GOOGLE
SHOPPING

IMPORTANCE
OF YOUR
PRODUCT
DATA FEED

AN
INTRODUCTION
TO THE
GOOGLE
MERCHANT
CENTRE

HOW TO
CREATE A
GOOGLE
SHOPPING
CAMPAIGN

CAMPAIGN
STRUCTURE &
OPTIMISATION
TOP TIPS

23,000 SHOPS ARE EXPECTED TO CLOSE IN 2019

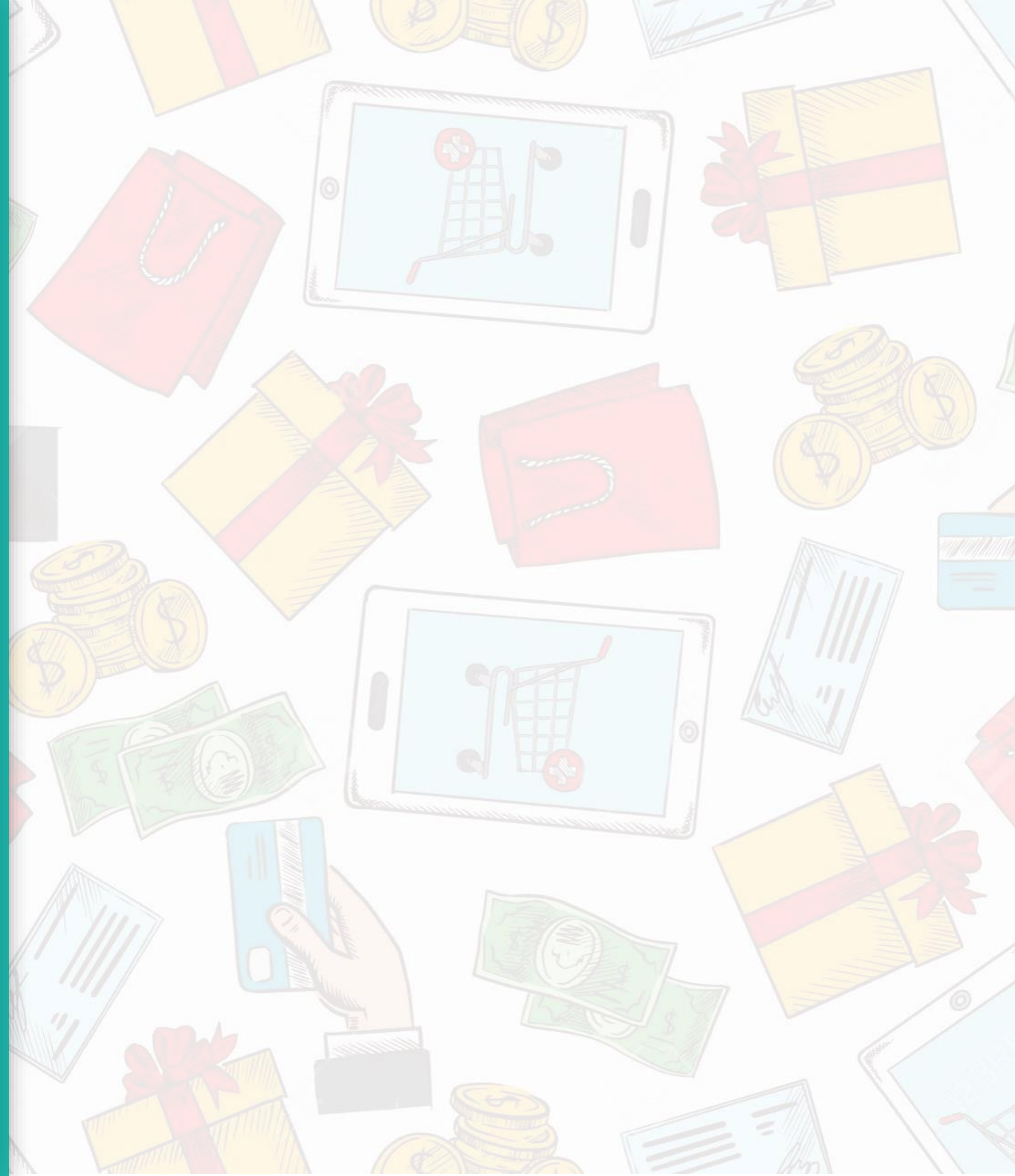
The continued rate of store closures reflects the new reality that many of us prefer to shop online and increasingly eat, drink and entertain at home.

Coresight Research



IN 2018 ALONE, 87% OF
ALL RETAIL CLICKS
CAME THROUGH
GOOGLE SHOPPING
ADS

Source: Google



WHAT IS GOOGLE SHOPPING?



WHY SHOULD YOU INVEST?

EASY RETAIL-CENTRIC MANAGEMENT

Instead of keywords, shopping ads use the product attributes you defined in the Merchant Centre data feed to show ads on relevant searches.

BETTER QUALIFIED LEADS

By being able to show the name, image and price before the user clicks through resulting in a higher conversion rate than those of text ads.

BROADER PRESENCE

More than one of your shopping ads can be displayed for a single search. Google will also show an advertisers shopping ads alongside text ads, further increasing landscape presence.

REPORTING & COMPETITOR DATA

Like keywords, you can see how each product performs at any level of granularity. Use benchmark data to get insights into how your CPC's compare against the landscape average.

GOOGLE SHOPPING



GOOGLE SEARCH

- Easier to implement for a high number of products
- No need for keywords, potentially more chances to show your products
- Usually, PLAs are more engaging than search ads as they show an image as well
- CPC can be relatively cheap compared to search

- More text & more content
- More control over which queries trigger your ads
- Prominent on the search engine result page
- Your ad might be bigger than your competitor's if you use all lines and extensions

Your shopping ads can appear at the same time as text ads to give shoppers access to the full variety of products that match their search

PREPARING TO SELL ON GOOGLE

3 Google Platforms work in tandem to allow you the best experience with Google Shopping



Google Ads

+



+



Google Analytics

PRODUCT FEED & DATA

Final attributes

title	Women's Heritage Contour Field Zip Tall Riding Boots in Black Leather, size 6 Medium by Ariat
id	10010174_884849641828
price	\$289.95
sale price	\$144.97
availability	in stock
condition	new
age group	adult
brand	Ariat
color	Black
custom label 0	9:\$251+
custom label 1	Heritage Contour Field Zip Tall Riding Boot
custom label 2	10010174_884849641828.html
description	<p>The Heritage Contour Boot possesses the refined features, quality craftsmanship and performance attributes that serious riders demand. Handcrafted from premium full-grain leather with a high Spanish cut top line and full leather lining. The contoured ankle design and tighter fit system provide a svelte fit and silhouette. These handsome features are achieved without compromising fit or performance. The full-length elasticized panel on the lateral side and elastic gusset at inside of the knee provide superior fit and comfort. The 4LR™ footbed technology, moisture-wicking sock liner and Duratread™ outsole provide extra cushioning and stability for optimal performance. This is a superior boot with first-class features. Women's Heritage Contour Field Zip Tall Riding Boots in Black Leather, size 6 by Ariat</p>
gender	female
google product category	Apparel & Accessories > Shoes
gtin	884849641828
image link	https://www.ariat.com/dw/image/v2/AAML_PRD/on/demandware.static/-/Sites-ARIAT/default/dw3df4e973/images/zoom/10010174_3-4_front.jpg
item group id	HRTG_CONTOUR_W_FOO
link	https://www.ariat.com/10010174_884849641828.html
material	Leather
mpn	10010174_884849641828
product type	Women > Footwear > English > Tall Riding
sell on google quantity	0
size	6



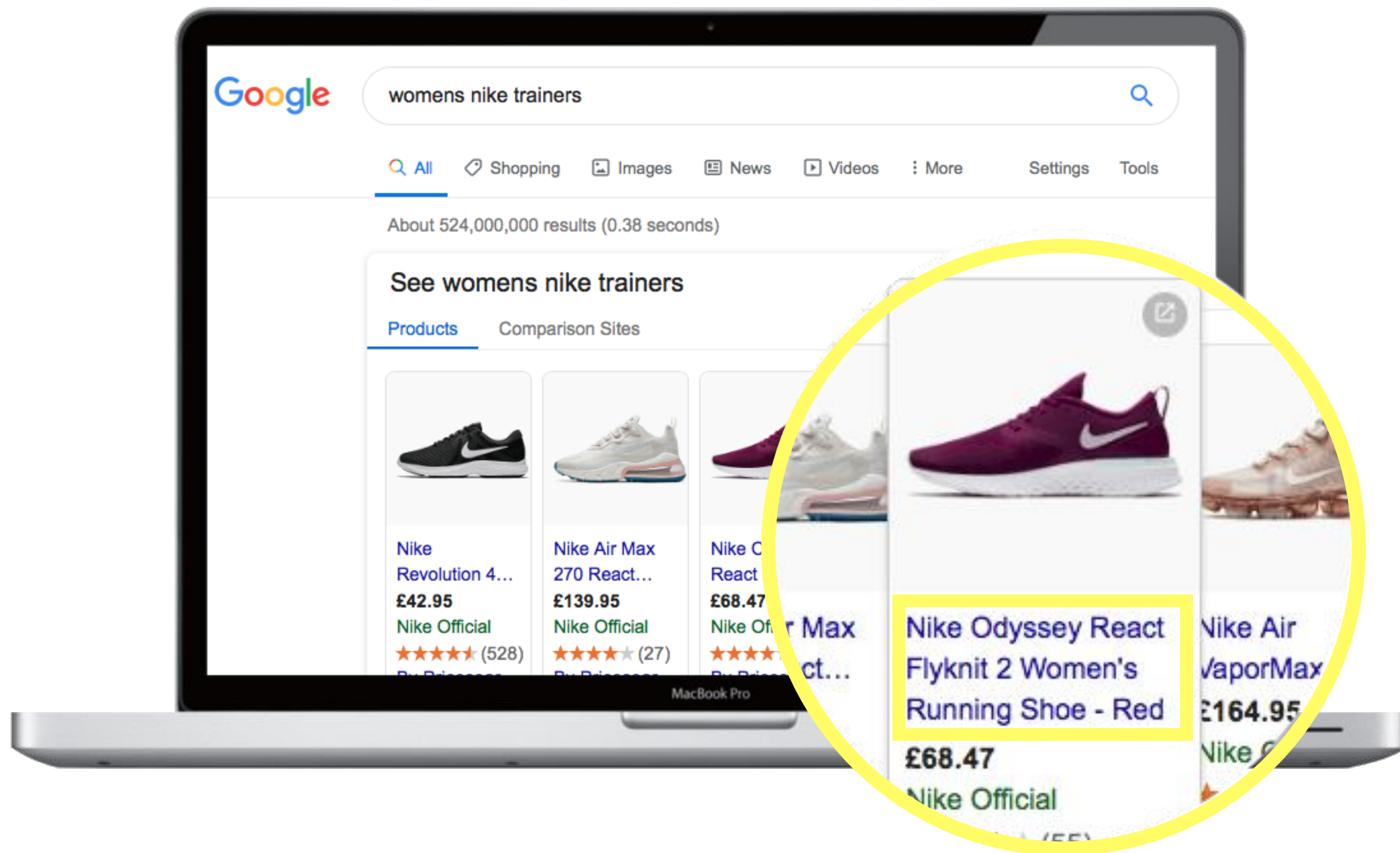


Google Shopping

OPTIMISING YOUR PRODUCT
DATA FEED IS THE KEY TO
SUCCESS

**“WHEN IT COMES TO GOOGLE SHOPPING,
7 OUT OF 10 CONCENTRATE SOLELY ON MANAGING AND
OPTIMISING ONLY THEIR CAMPAIGNS IN GOOGLE ADS”**

SOURCE: SHOPTIMISED



“Approximately 85% of all Google shopping search terms are matched to keywords within your product titles”

Source: Shoptimise

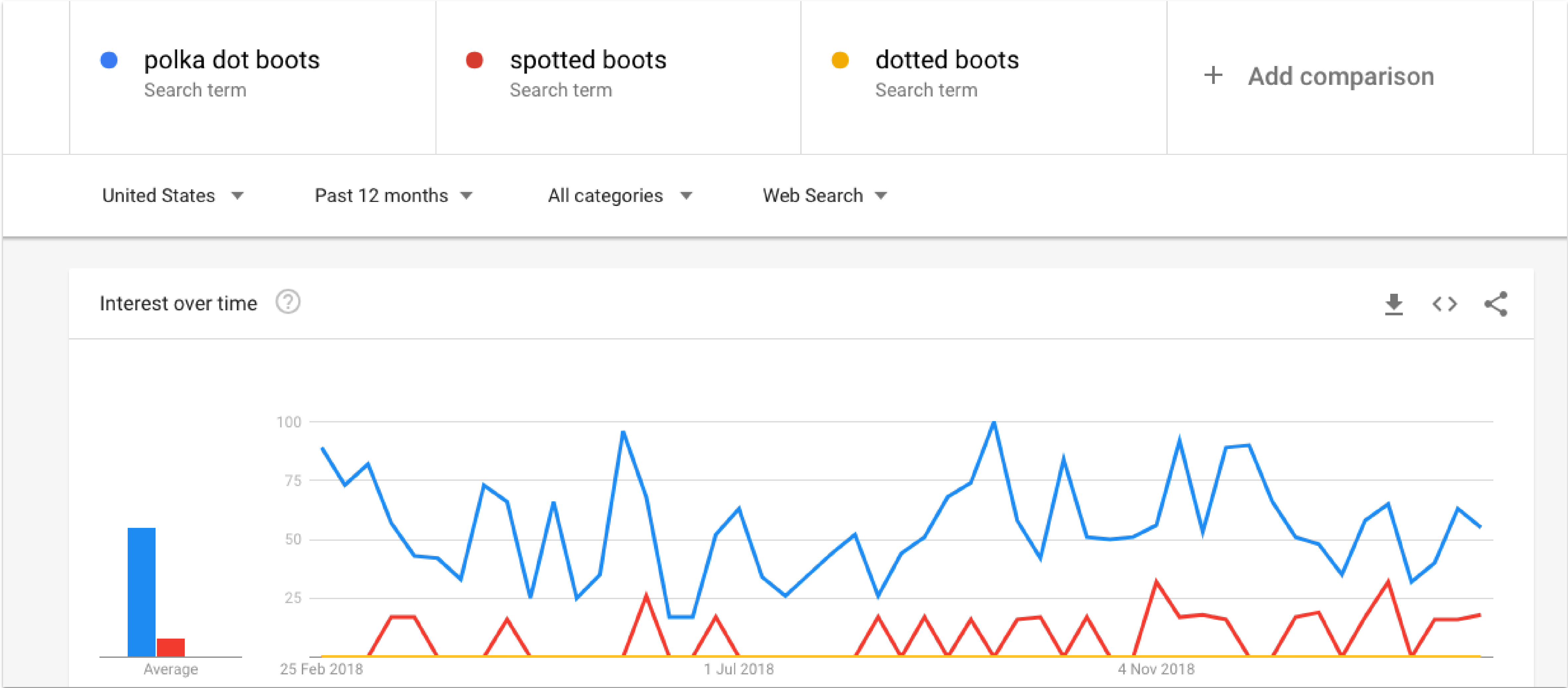


Polka dot boots?

Spotted boots?

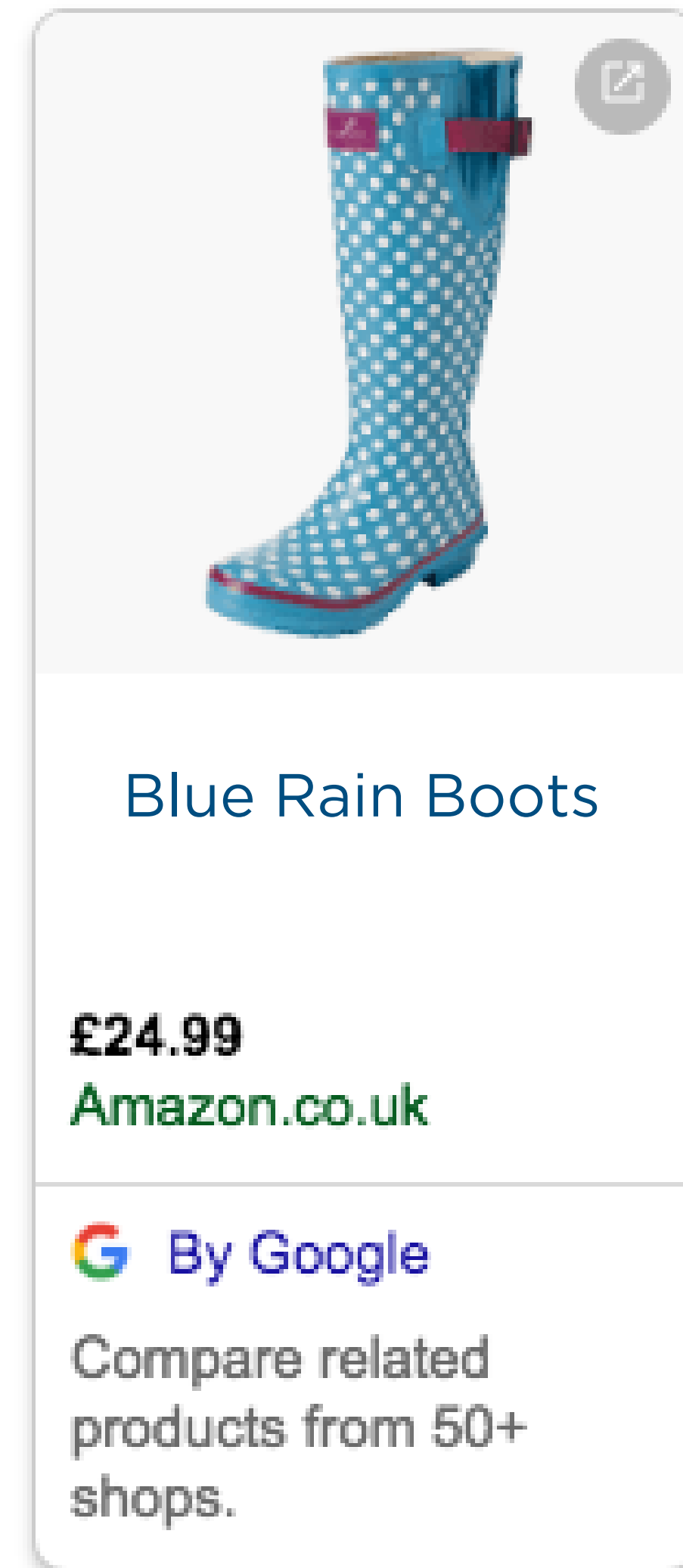
Dotted boots?

RECOGNISING OPTIMISATION OPPORTUNITIES




TITLE OPTIMISATIONS

- Character limit of 70 (150 by Google)
- Front load key terms.
- Be descriptive using valuable keywords.
- Avoid spam such as CAPITALS, keyword stuffing and promo text.
- Include the most relevant product variables such as; size, brand and colour.
- Run search query reports to find alternative ways users search for your products



PRODUCT DESCRIPTIONS



Apple MacBook Pro 13" Silver
£1,299.00 from 20+ shops 📍 Also available nearby
★★★★★ 40 product reviews

MacBook Pro elevates the notebook to a whole different level of performance and portability. Wherever your ideas take you, you ...

July 2019 · Apple · MacBook Family · MacBook Pro · Mac OS · 13.3 in · 128 GB drive · Solid State Drive · 8 GB RAM · 1.4 GHz CPU

Other options: [128 GB SSD - Space Grey \(£1,045\)](#) [More](#)

10%
Of All Google
Shopping search
terms are matched
to words within
Product Descriptions

The Dos & Don'ts Of Product Description Optimisation

- | | |
|---------------------------------------|--|
| ✔ Product Size & Shape | ✘ BLOCK CAPITALS |
| ✔ Pattern, Texture, Design & Material | ✘ A Description of your Company or Brand |
| ✔ Intended Age Range | ✘ Information on Billing, Payment or Sales |
| ✔ Special Features & Technical Specs | ✘ Promotional Text like 'On Sale Now' |



CREATING GOOGLE SHOPPING CAMPAIGNS

CHOOSING THE RIGHT STRUCTURE FOR YOU IS CRUCIAL

PRODUCTS

“I bid on my brands and product lines differently.”

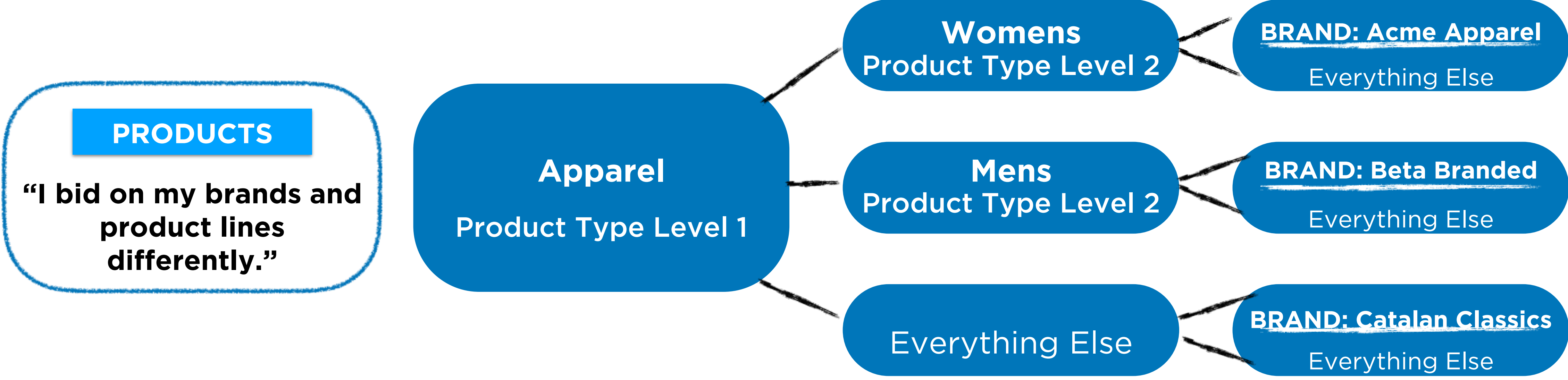
PERFORMANCE

“I bid on top-and-low performance differently”

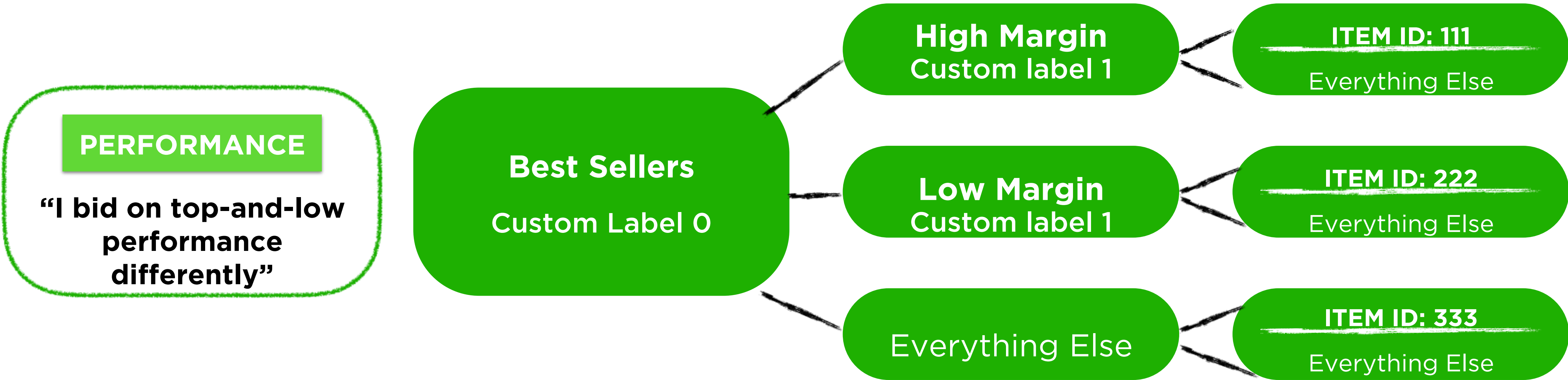
HYBRID

“I bid according to my catalog and performance”

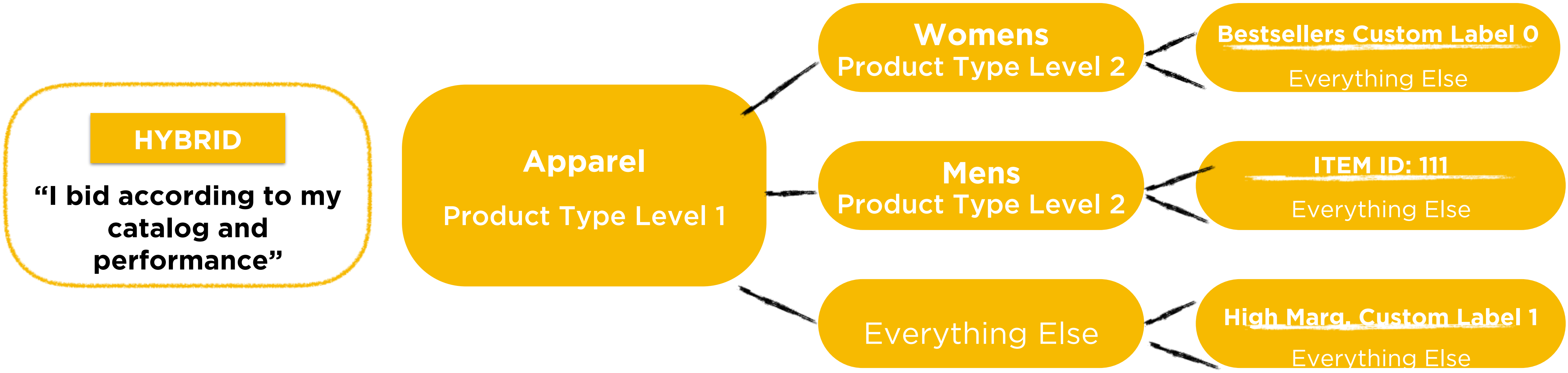
THE PRODUCT APPROACH



THE PERFORMANCE APPROACH



THE HYBRID APPROACH



HOW TO SUBDIVIDE YOUR CAMPAIGN

The screenshot displays the Google Ads interface for subdividing a campaign. At the top, it says "Subdivide All products by: Product type". Below this is a table with columns for "Product group", "Products sub...", "Clicks", and "Cost / conv.". Two product groups are selected: "basketball shoes" (500 products, 0 clicks, \$0.00) and "running shoes" (250 products, 0 clicks, \$0.00). A search bar and "CLEAR ALL" button are also visible. At the bottom, there are buttons for "CONTINUE TO EDIT BIDS", "SAVE WITHOUT EDITING BIDS", and "CANCEL".

Product group	Products sub...	Clicks	Cost / conv.
<input checked="" type="checkbox"/> basketball shoes	500	0	\$0.00
<input checked="" type="checkbox"/> running shoes	250	0	\$0.00

Product groups

Product group	Max. CPC
<input type="checkbox"/> Product group ↑	
<input type="checkbox"/> All products	



Start by hovering over your product group until you notice a '+' icon appear to the right. Click on that.



Google Ads will then switch views to the subdivision menu and adjacent to 'Subdivide all products by: you should notice a dropdown menu.



You can then use this dropdown menu to decide which option to subdivide by,

COMMON SUBDIVISION OPTIONS

product groups ———— 2 Edit bids

Subdivide All products by:

Search

Product group

mng061 – French Style Oak Extending Dining Table

ldt004 – French Style Reclaimed Reclaimed Dining Table

9480786fh – Kensington Pearl Oval Extending Dining Table

9480793fh – Kensington Pearl Oval Large Extending Dining Table

cha1095 – French Style White Extending Dining Table

1

Category

Brand

Item ID

Condition

Product type

Channel

Channel exclusivity

Custom label ▶

- **Category:** Each will have products with the same Google Product Category within.
- **Brand:** Based on brands submitted via your product feed in the Merchant Centre
- **Item ID:** With this option you can achieve partial granularity where the first 200 products can be broken down to the single item
- **Product Type:** You can set product type to whatever you want which can make it very easy to identify groups of products
- **Custom Label (0-4):** You have up to 5 custom labels to choose from and each of the 5 does not have to be the same for every product.



OPTIMISING YOUR SHOPPING CAMPAIGNS

NEGATIVE KEYWORDS PLAY AN IMPORTANT ROLE IN OPTIMISATION

The screenshot shows the Google Ads interface with the 'Tools' menu open. The 'SHARED LIBRARY' section is highlighted, and 'Negative keyword lists' is selected and outlined in red. The interface includes the Google Ads logo, 'Link Digital' branding with a phone number, and navigation icons for 'GO TO', 'REPORTS', 'TOOLS', 'RECYCLE', 'HELP', and 'NOTIFICATIONS'.

PLANNING	SHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP
Keyword Planner	Audience manager Negative keyword lists Placement exclusion lists	All bulk actions Rules Scripts Uploads	Conversions Google Analytics Search attribution	Billing & payments Account map ^{NEW} Account access Linked accounts Preferences API Centre Google Merchant Center

Top Tip: If you're just starting out then words such as free, cheap, trial, discount etc. can make for a good start to your initial keyword list

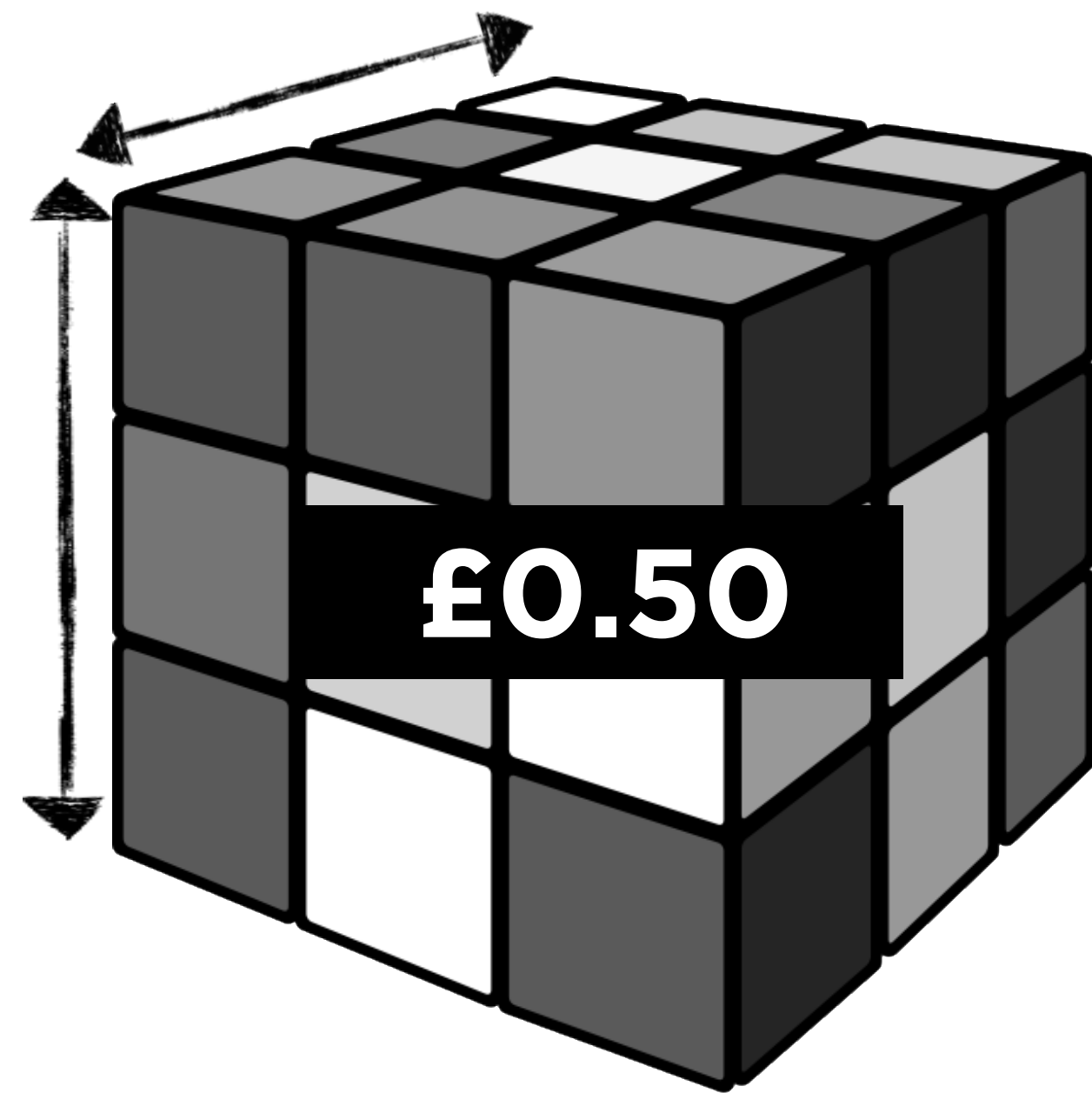
CHARACTERISTICS OF SHOPPING QUERIES

Using Query Mapping To Filter Search Terms

	LOW	MEDIUM	HIGH
Query Word Count	1-2	2-4	5 or more
Brand Reference	Unlikely	Very Likely	Most Likely
Intent-Based Query	Unlikely	Likely (top-rated, price, comparison)	Likely (buy, online shop, financing options)
Product Matches	Most	Many	Few
Last Click CR%	Low	Medium	High
Traffic Volume	High	Very low to low	Medium to high

AVOID BLACK BOX BIDDING

(Using the same bid across all of your products)



No Work



No Performance

Top tip: Never use the same bid for your whole assortment

WHY IS SKU BIDDING IMPORTANT?

Example:

- You are targeting your products by product type (in this example: weber BBQ's)
- You need to achieve a ROAS OF 6.7

£0.65



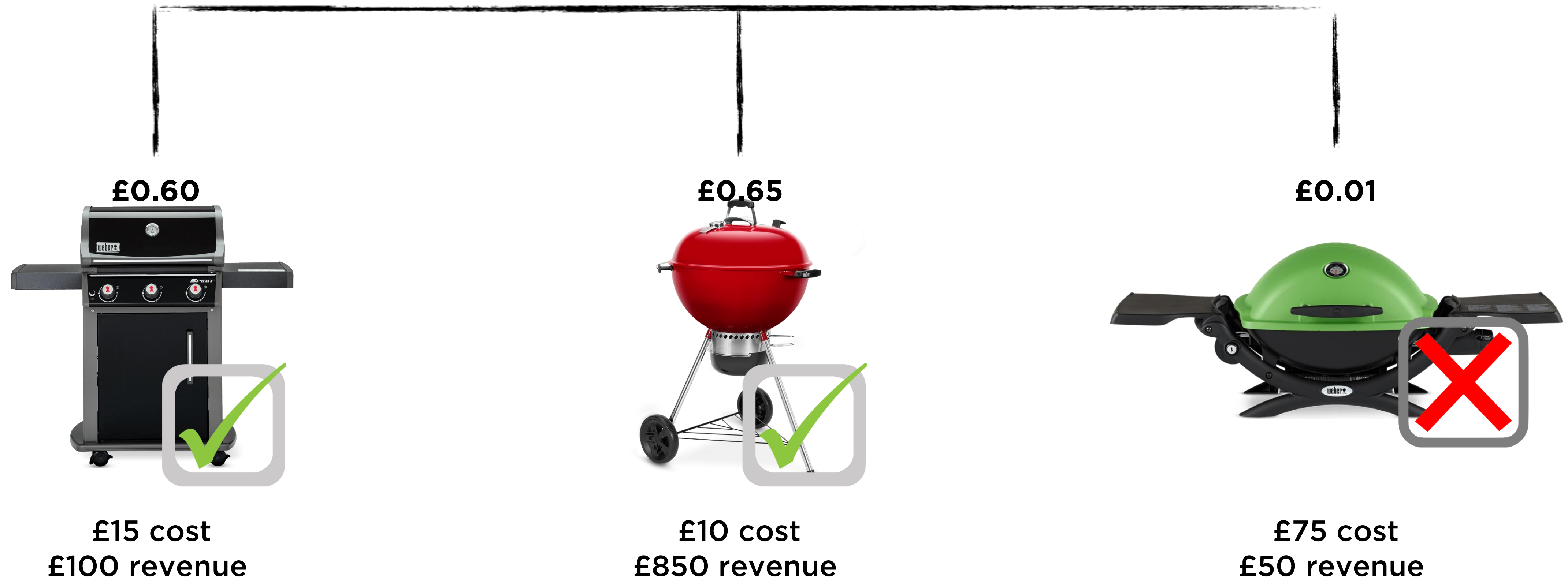
ROAS 10 

£100 costs, £1000 revenue

BECAUSE OF AVERAGED PERFORMANCE

Averaged performance statistics will interfere with your optimisation

Subdivision: weber BBQ's



£25 costs, £950 revenue = ROAS 38

TAKING YOUR CAMPAIGNS FURTHER

REMARKETING

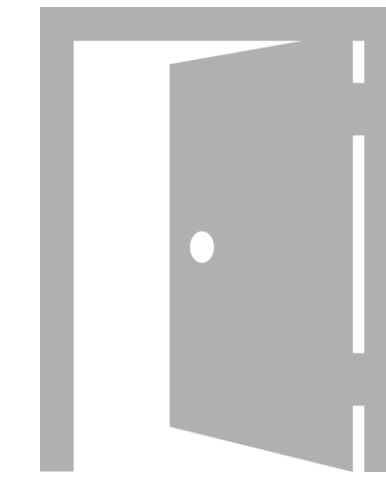
Remarketing requires that you add a separate Google Ads tracking code to your site or use your existing Google Analytics tracking code.

Visitor behaviour is then captured and used to build audiences.

This allows you to segment retargeted groups using either broad or unique criteria such as previous purchases or shoppers who abandoned carts.

For Google Shopping, there are two types of remarketing you should know:

- **Dynamic Remarketing**
- **RLSA - Remarketing Lists For Search/Shopping Ads**



96%

leave a website
without
converting



70%

abandon shopping
carts without
purchasing



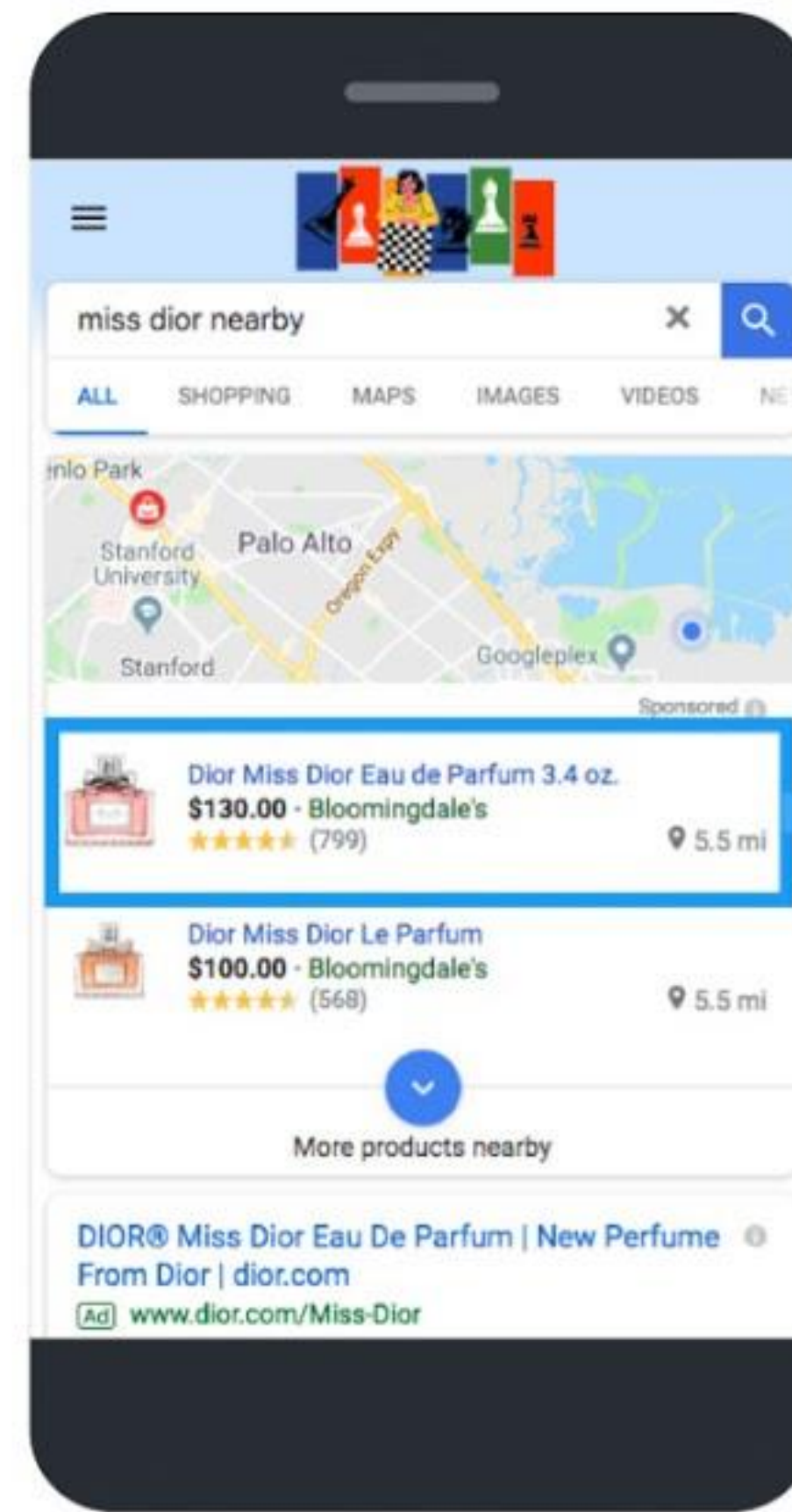
49%

typically visit 2-4
sites before
purchasing

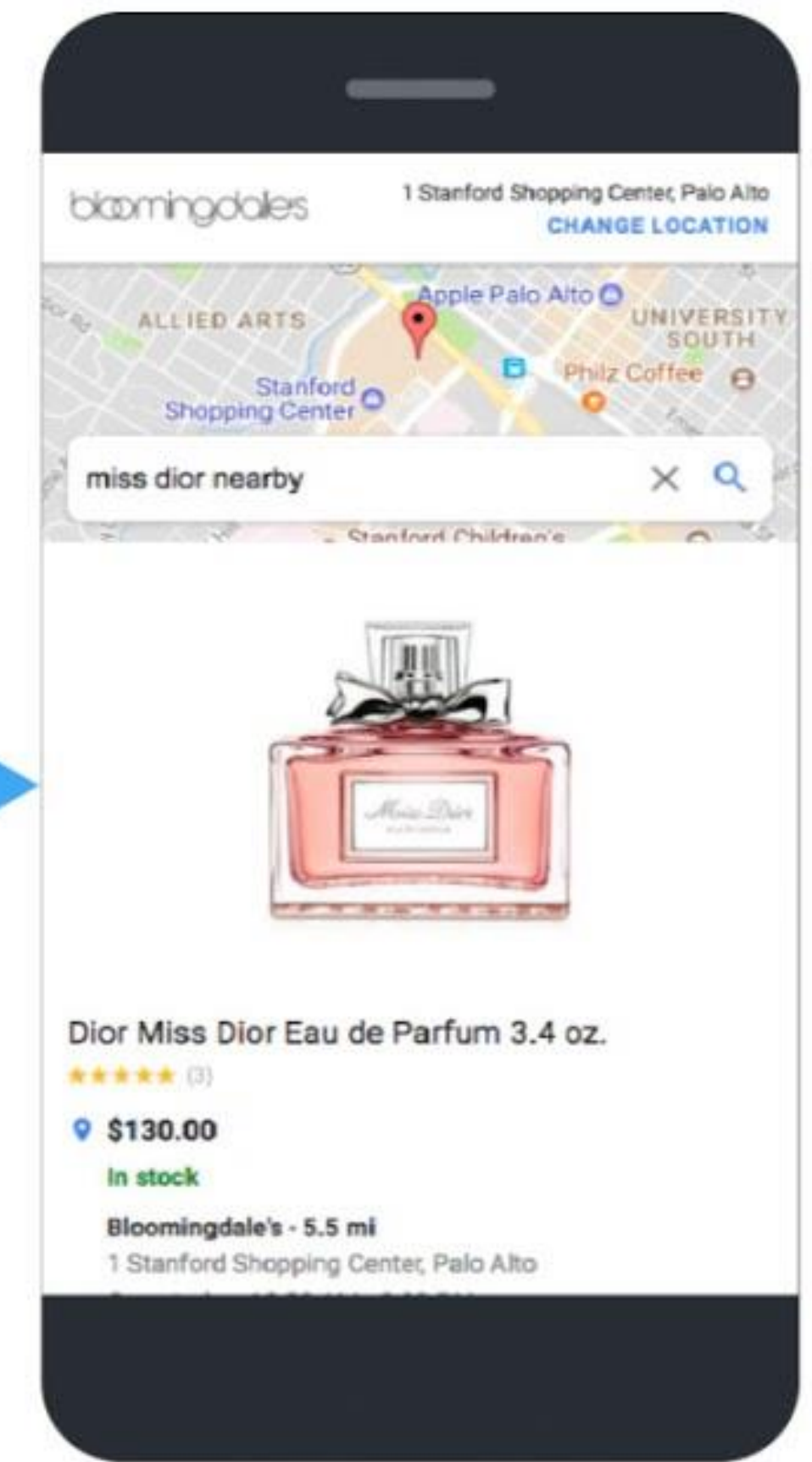
LOCAL INVENTORY ADS

- **Promote your in-store inventory:** Let local users know that your shop has the items that they're looking for, at the moment they search on Google.
- **Bring your local shop online:** Use the Google-hosted local shop front as a robust, digital local shop front experience
- **Measure performance:** Monitor the impact that your digital ads have on foot traffic and in-store sales.

Local inventory ad



Local storefront

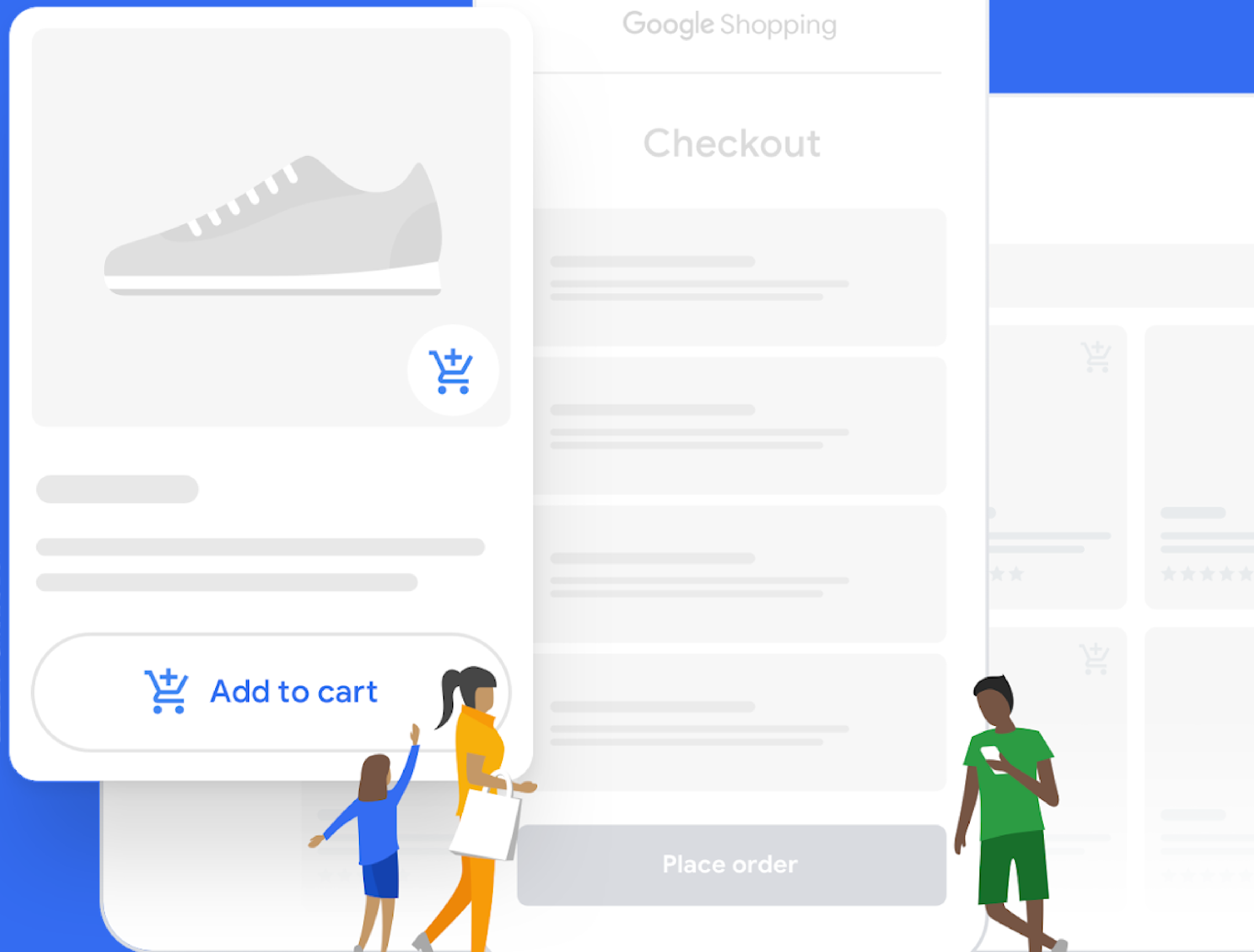




SUMMARY

It is incredibly important that merchants educate themselves not only on the fundamentals of Google Shopping, but also follow best practices on managing and optimising for profitability.

**DON'T HESITATE.
GET STARTED TODAY!**





THANK YOU!

CONTACT

If you have any questions with regards to this presentation, please contact Emily Winter on the details below.

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